

Tuesday, 16 February 2021

FUNDING BOOST TO HELP REGIONAL BUSINESS EVENTS BOUNCE BACK

Grants of up to \$30,000 are now available for the NSW regional business events sector, thanks to a NSW Government funding boost which aims to turbocharge local economies and create more jobs.

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said today's opening of the \$500,000 *NSW Regional Business Event Development Fund* could not have come at a better time, as the return of more face-to-face events ramps up following the COVID-19 pandemic.

"It's been incredibly tough for our business events sector, but now is the time to turn that around by restoring confidence back into the industry," Mr Ayres said.

"Latest research from *Business Events Australia** has shown there's a strong appetite amongst NSW businesses to get back to hosting and attending face-to-face events.

"People have a strong desire to build business connections in-person, while still taking advantage of virtual events, and our funding program is designed to support this new hybrid event environment."

Mr Ayres said whether business events were looking for assistance with venue hire, marketing or developing pre and post touring opportunities to encourage longer stays in NSW, the program would play a critical part in the state's economic recovery.

"We know that the recommencement of business events will be crucial to rebuilding and supporting the industry – the more people we can get flowing through to our regions and staying overnight, means more jobs and more tourism dollars injected into local economies," he said.

"Regional NSW has so many great locations and venues to host events and for the first time since the program's launch, I'm delighted to announce that the *NSW Regional Business Event Development Fund* is open to events in Newcastle and Wollongong.

"I encourage new or existing business events to work with Destination NSW to identify ways they can grow and promote their conference or business event in this state."

For more information on the *NSW Regional Business Event Development Fund* and to submit an application, go to www.meetinnsw.com.au.

Media Release



The *NSW Regional Business Event Development Fund* is managed via the Government's tourism and major events agency, Destination NSW. Applications close on 30 April 2021.

**Business Events Australia, NSW Domestic Business Events Post COVID-19, Quantitative Research Report Wave 2, Nov 2020*

About Destination NSW

Destination NSW is the lead NSW Government agency for the State's tourism and major events industry and is responsible for devising and implementing strategies to grow the State's visitor economy. Our particular focus is driving tourism and acquiring and developing major sporting and cultural events for Sydney and regional NSW. In addition, Destination NSW is the major investor in Business Events Sydney with the aim of securing more international conventions, incentive travel reward programs, corporate events and exhibitions.

Note to editors

Video, images and editorial can be found in the Destination NSW [Content Library](#).